



Advertising Standards Canada
Les normes canadiennes de la publicité

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Confidential

Via email: Laurie.Sloan@ontario.ca

May 4, 2017

Lorie Sloan
Managing Director ARB
Toronto, ON

Dear Ms. Sloan:

Re: Our Ref #142128 – Government of ON – Hydro Rates Reduced by 25% – Radio Advertisement

The attached complaint has been filed with Advertising Standards Canada (ASC) regarding the above-referenced advertising. As the national advertising self-regulatory body ASC accepts, adjudicates and reports on consumers' complaints about advertising.

We would appreciate receiving a copy of the advertising and your comments on the merits of this complaint by May 18, 2017. ASC will then review this matter under Clause 1 (Accuracy and Clarity) of the *Canadian Code of Advertising Standards, (Code)* available at: adstandards.com/en/Standards/theCode.

If, after reviewing your response, ASC identifies a potential *Code* issue, the case may be **Administratively Resolved** or referred for **Standards Council Adjudication**.

➤ **Administratively Resolved Complaints**

ASC may resolve a case that involves an apparent contravention of Clauses 1 and/or Clause 3 if the advertiser:

- Permanently withdraws or appropriately amends the advertisement before or immediately upon being advised of the complaint by ASC, and for retail advertising, also publishes/posts a correction notice*.

ASC does not publish case reports for **Administratively Resolved** cases.

➤ **Standards Council Adjudication**

If the advertiser does **not** acknowledge the infraction and withdraw or appropriately amend the advertisement, ASC will forward the case to the independent volunteer Standards Council for adjudication. If the Standards Council finds the advertisement contravenes the *Code*, the advertiser will be requested to appropriately amend or permanently withdraw the advertising.

Publication of Standards Council Adjudications

ASC publishes case summaries of complaints upheld by the Standards Council in its online *Ad Complaints Reports*. Whether or not an advertiser is named depends on the advertiser's response to ASC and Council.

1. **"Non-identified Cases"** In these cases, the advertiser withdrew or appropriately amended the advertising before Council met to adjudicate the complaint. In addition, for retail advertising, the advertiser published/posted a correction notice*.

2. **"Identified Cases"** In these cases, the advertiser did not withdraw or appropriately amend the advertising before Council met to adjudicate the complaint. In addition, for retail advertising, the advertiser did not publish/post a correction notice*.

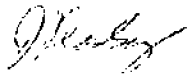
***Code Requirement for Correction Notices for Retail Advertising**

For retail advertising, in addition to withdrawing or appropriately amending the advertisement, the *Code* requires the advertiser to publish/post a correction advertisement in the same medium and addressed to the same consumers to whom the original advertisement was directed.

Please feel free to contact me if you have any questions about the *Code* or the procedure that will be followed.

We look forward to receiving your comments regarding this complaint and your intentions with respect to this advertising.

Yours sincerely,



Janet Feasby
Vice President, Standards

Janet.feasby@adstandards.com
Phone: 416-961-6311, extension 243

Enclosure

Cc: Sharon Mennie, Sr. Communications Advisor

Advertising Standards Canada has received your e-Complaints Submission as summarized below. We will review your submission carefully and respond to you shortly. If you have any questions or comments regarding this submission, please respond by reply e-mail.

Thank you for using the e-Complaints Response System.

ASC Reference # 142128

Your Information

Mr. k vreeken,
135-260 adelaide st e
toronto Ontario M5A 1N1, Canada
kv5858@gmail.com

Advertisement Information

Advertiser: ontario government
Product/Service: hydro
Ad Language: English
Where Seen: radio (hard to see)
When Seen: never (remember, it was on the radio)
Attachments:

Description of advertisement:

recently i heard a commercial on a local radio station (cfr am 680) that said hydro rates were being reduced by 25%. this is not true and it is not happening. hydro rates are being reduced by 17%. the extra 8% mentioned in the ad is being factored in by the reduction in the provincial portion of the hst being removed. this too is deceptive as the clean energy rebate of 10% expired therefore resulting in a 2% increase in rates at the time the hst was removed. i would like this deceptive advertising to stop. please advise.

Your concern

recently i heard a commercial on a local radio station (cfr am 680) that said hydro rates were being reduced by 25%. this is not true and it is not happening. hydro rates are being reduced by 17%. the extra 8% mentioned in the ad is being factored in by the reduction in the provincial portion of the hst being removed. this too is deceptive as the clean energy rebate of 10% expired therefore resulting in a 2% increase in rates at the time the hst was removed. i would like this deceptive advertising to stop. please advise.

You have given consent to ASC to disclose to the advertiser your name and contact information together with your complaint in case the advertiser wishes to contact you directly.

You have acknowledged and accepted the following terms of service.

ASC cannot process consumer complaints from persons who are affiliated or associated in any way with a competitor of the advertiser or any of the advertiser's advertising/promotion agencies. By acknowledging and accepting these terms where indicated below, you confirm that neither you nor any member of your household/family has any direct or indirect affiliation or association with a competitor of the advertiser or any of the advertiser's advertising/promotion agencies.

Important notice: The information contained in this e-mail is privileged and confidential. It is intended only for the person or entity named above and should not be read by or disclosed to any other person or entity. If you are not the intended recipient of this communication, please notify the sender immediately at 416-961-6311 or by reply e-mail. Thank you in advance for your cooperation.

For more information please visit our website at www.adstandards.com

MOE Radio Scripts
AS RECORDED ENGLISH

Title: Fair Hydro Plan 1 –

Code: MOE-002-30RE1

Starting this Summer, households in Ontario will receive an average of 25 percent off their hydro.
And your bill won't increase beyond the rate of inflation for at least 4 years.

We've heard you. Hydro needs to be fair for everyone across the province and we have made
fundamental changes to ensure this in the long term.

Find out more about your reduction at Ontario.ca/FairHydroPlan.
Paid for by the Government of Ontario.

Title: Fair Hydro Plan 2 –

Code: MOE-002-30RE3

Ontario has made important investments in clean, reliable energy. This has led to hydro bills that have
become harder to pay.

We've heard you and we're taking action with the Fair Hydro Plan.

Starting this Summer, households will receive an average of 25 percent off their bill – and bills won't
increase beyond the rate of inflation for at least 4 years.

Find out more at Ontario.ca/FairHydroPlan.
Paid for by the Government of Ontario.

ALT CTA LINES

Title: Fair Hydro Plan 1 –

Code: MOE-002-30RE1

Starting this Summer, households in Ontario will receive an average of 25 percent off their hydro. And your bill won't increase beyond the rate of inflation for at least 4 years.

We've heard you. Hydro needs to be fair for everyone across the province and we have made fundamental changes to ensure this in the long term.

(Alt) See how much 25 percent off will save you at Ontario.ca/FairHydroPlan.

Paid for by the Government of Ontario.

Title: Fair Hydro Plan 2 –

Code: MOE-002-30RE3

Ontario has made important investments in clean, reliable energy. This has led to hydro bills that have become harder to pay.

We've heard you and we're taking action with the Fair Hydro Plan.

Starting this Summer, households will receive an average of 25 percent off their bill – and bills won't increase beyond the rate of inflation for at least 4 years.

(Alt) See how much you will save at Ontario.ca/FairHydroPlan.

Paid for by the Government of Ontario.